

Rep Order# 6855310 Ver# 3 Mod# 1 Status Confirmed
EC'd Yes

Printed: 09/25/2012 12:37 PM
Last Received: 09/24/2012 7:17 PM

1 of 4

Station KSNV-TV LAS VEGAS, NV.

Advertiser () OBAMA FOR AMERICA

Product Candidate Orders

Estimate# 1844

Buyer Mauna Gilroy

Phone#

Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/U/P/Z/E 95/101/1844
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Showing Bnylines: All Lines

— CONTRACT COMMENT —
SC=*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F, M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	
2	TU-F, M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$650.00	09/25-10/01	2	1	2	\$1,300.00	
3	TU-F, M	7A-9A		TODAY SHOW	:30	\$850.00	09/25-10/01	2	1	2	\$1,700.00	
4	SA	6A-7A		NEWS 3 AT SUNRISE	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
5	SA	5A-6A		SATURDAY TODAY	:30	\$625.00	09/29-09/29	1	1	1	\$625.00	
6	SU	6A-7A		NEWS 3 AT SUNRISE	:30	\$325.00	09/30-09/30	1	1	1	\$325.00	
7	SU	7A-8A		TODAY ON SUNDAY	:30	\$625.00	09/30-09/30	1	1	1	\$625.00	
8	SU	8A-9A		MEET THE PRESS	:30	\$3,000.00	09/30-09/30	1	1	1	\$3,000.00	
9	TU-F, M	9A-10A		TODAY SHOW II	:30	\$350.00	09/25-10/01	2	1	2	\$700.00	
10	TU-F, M	10A-11A		TODAY SHOW III	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	
11	TU-F, M	11A-12P		RACHEL RAY	:30	\$325.00	09/25-10/01	3	1	3	\$975.00	
12	TU-F, M	12P-1230P		NEWS 3 AT NOON	:30	\$425.00	09/25-10/01	2	1	2	\$850.00	
13	TU-F, M	1P-2P		DAY OF OUR LIVES	:30	\$425.00	09/25-10/01	2	1	2	\$850.00	
14	TU-F, M	2P-3P		THE DOCTORS	:30	\$325.00	09/25-10/01	2	1	2	\$650.00	

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Station KSNV-TV LAS VEGAS, NV.

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Estimate# 1844

Buyer Maury Gilroy
Phone#
Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Total Spots Total Cost
Weeks Weeks

Daypart

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Agency () GMMB
3050 K ST NW

WASHINGTON, DC 20007
Agency C/P1/P2/E 95/10/1844

Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Line	Rate	Dates	Spots/Week	# of Total Spots	Total Cost	Daypart
:30	\$600.00	09/25-10/01	2	1	2	\$1,200.00
:30	\$700.00	09/25-10/01	2	1	2	\$1,400.00
:30	\$1,000.00	09/25-10/01	2	1	2	\$2,000.00
:30	\$225.00	09/29-09/29	0	0	0	\$0.00
:30	\$225.00	09/29-09/29	1	1	1	\$225.00
:30	\$1,000.00	09/25-10/01	1	1	1	\$1,000.00
:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00
:30	\$3,200.00	09/25-09/25	1	1	1	\$3,200.00
:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00
:30	\$2,400.00	09/30-09/30	1	1	1	\$2,400.00
:30	\$10,000.00	09/30-09/30	1	1	1	\$10,000.00
:30	\$1,100.00	09/25-10/01	2	1	2	\$2,200.00
:30	\$425.00	09/25-10/01	2	1	2	\$850.00
:30	\$225.00	09/25-10/01	3	1	3	\$675.00
:30	\$40.00	09/25-10/01	4	1	4	\$160.00

Rep Order# 6855310 Ver# 3 Mod# 1 Status Confirmed Traffic Order# 106948 Printed: 09/25/2012 12:37 PM
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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1844
Buyer Maria Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P/LP/2/E 95/101/1844
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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29	SU	1130P-1A	SATURDAY NIGHT LIVE		:30	\$750.00	09/29-09/29	1	1	1	\$750.00	
30	SU	12A-1A	LAW & ORDER		:30	\$45.00	09/30-09/30	1	1	1	\$45.00	

—REPORT TOTALS—

Report Totals: 50 / \$46,555.00

—SALES MONTHLY TOTALS—

Sep 12: 46 / \$41,965.00

Sales Totals: 50 / \$46,555.00

Station Totals: 50 / \$46,555.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

Oct 12: 4 / \$4,590.00

Sales Totals: 50 / \$46,555.00

Station Totals: 50 / \$46,555.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$174,168	CATV	KBLR	KINC	KLAS	KSNV
		KITV	KIUD	KVCM	KVMY	KVVU
		22%	2%	2%	2%	20%
		XXXX	0%			

—COMPETITIVE COMMENTS—
EST SHARES

Books NOV12
Demos RA35+

—Agency Comment—

PLEASE NOTE ADDRESS CHANGE EFF 8/12

— CREDIT RISK —
CASH IN ADVANCE

Rep	Order#	6855310	Ver#	3	Mod#	1	Status	Confirmed	Traffic Order#	106948	Last Received:	09/25/2012 12:37 PM
EC'd	Yes										Showing Buylines:	All Lines

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Advertiser () .OBAMA FOR AMERICA
Product Candidate Orders
Estimate# 1844

Buyer Marla Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007

Agency C/P1/PZ/E
951011844
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Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

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Salesperson FAX# 215-568-1845
Fax#